

# **SYSTEM AND METHOD FOR THE SYNCHRONIZED ACTIVATION OF EXTERNAL DEVICES IN ASSOCIATION WITH VIDEO PROGRAMS**

## **ABSTRACT OF THE DISCLOSURE**

A device that is external to a television set or other viewing appliance receives data encoded in a television program broadcast signal. The device includes visual or audible indicia that are activated depending upon the data that is received by the device. As a result, the indicia may be activated in synchronization with events that occur during the television program. The device may be a standalone unit or may include a base station that receives the encoded signal and transmits data to a remote unit that features the indicia so that the indicia is activated in a remote fashion.